2011
Tourism Indicators Report

ST. JOHN'S

2011 Tourism Indicators
St. John's, Newfoundland & Labrador

Department of Economic Development,
Tourism & Culture
City of St. John's

Preface

This report was compiled by the City of St. John's Department of Economic Development, Tourism & Culture. The purposes of the report are to provide the most recent and historical data on the St. John's tourism industry. This report provides data on 13 tourism industry indicators for the 2011 calendar year.

Data presented in this report has been extracted and collected from a number of sources. The Tourism Research Division, Department of Tourism, Culture and Recreation provided the Air and Auto exit survey data as well as the Salmonier Nature Park data, St. John's Airport Visitor Information Center Data and the Marine Atlantic passenger and motorcoach/bus data.

St. John's International Airport Authority supplied the airline passenger data while the Colony of Avalon Foundation provided statistics on the Archaeological site at Ferryland. Destination St. John's supplied the hotel data.

The number of out of province visitors and their associated impacts for 2011 are estimates based on the 2004 Auto Exit Study and the 2003/2004 Air Exit Study conducted by the Department of Tourism, Culture and Recreation. These numbers will be revised later in 2012 as new base year data becomes available from the 2011 air and auto exit studies conducted by the province.

See Appendix B at the end of this report for a snapshot of the indicators presented in this report.

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Appendix A Total Visitors and Economic Impacts 2011

Appendix B Travel and Tourism Indicator Table 2003-2011

1.0 Total Visitors and Economic Impacts

St. John's hosted 1,130,713 visitors in 2011. These visitors spent $362.37 million throughout the local economy.

Overall, an estimated 744,000[1] visitors (65.8%) were residents of Newfoundland and Labrador while the remaining 386,713 (34.2%) were non-resident or out of province visitors. The majority of Newfoundland and Labrador residents (456,000) travelled to St. John's on a day trip while the remaining 289,000 stayed overnight.

Out of province visitors spent $230.37 million (63.6%) into the local economy while residents of Newfoundland and Labrador spent $132.0 million (36.4%). See Appendix A for a more detailed breakdown of visitors and expenditures.

[1] Resident data is not available for 2011. The resident data provided is for 2010 and taken from the Statistics Canada 2010 Domestic Travel Survey.

2.0 Non-Resident (Out of Province) Visitors and Economic Impacts

2.1 Total Non-Resident Visitors

St. John's hosted 386,713 non-resident visitors in 2011, down 1.3% or 5,267 visitors from the 391,980 recorded in 2010. The majority of visitors (80.9%) travelled by air while 15.4% travelled by automobile via Marine Atlantic and 3.7% travelled via the port of St. John's.

The number of air visitors to St. John's increased 2.0% or 6,138 visitors in 2011 while the number of auto/ferry visitors declined 7.0% or 4,480 visitors. Meanwhile, the number of port visitors declined 32.7% or 6,925 visitors including cruise visitors which declined 19.2% or 3,072 visitors and navy, research, training and sailing vessel visitors which declined 74.8% or 3,853 visitors.

Non-Resident Visitors
City of St. John's CMA 1996-2011

Year	Air Visitors	Auto Visitors	Port Visitors	Total Visitors
1996	139,456	57,334	2,938	199,728
1997	189,158	78,842	7,230	275,230
1998	185,052	80,615	6,100	271,767
1999	191,515	87,337	7,800	286,652
2000	201,733	89,985	12,900	304,618
2001	208,608	82,172	15,700	306,480
2002	204,586	88,793	18,300	311,679
2003	218,400	77,221	13,500	309,121
2004	249,800	69,410	15,200	334,410
2005	267,613	70,290	20,858	358,761
2006	292,650	67,045	23,798	383,493
2007	265,989	70,125	14,747	350,861
2008	274,100	62,755	20,415	357,270
2009	278,200	65,285	11,522	355,007
2010	306,900	63,910	21,170	391,980
2011	313,038	59,430	14,245	386,713

Note: The 1996 port visitors refer to cruise ship passengers and ½ of the cruise ship crew members, while the 1997-2011 port visitors refer to cruise ship passengers, ½ of the cruise ship crew members, and the naval, training, sailing and research vessel visitors.

2.2 Non-Resident Visitor (Out of Province) Economic Impacts

Non-resident visitors spent an estimated $230.38 million in St. John's in 2011, up 1.6% over the $226.68 million spent during the previous year. The majority of the total revenues was generated by air visitors (93.2%), followed by auto visitors (6.2%) and port visitors (0.6%).

Expenditures by air visitors to St. John's increased by 3.2% or $6.71 million in 2011 while expenditures by auto/ferry declined 4.1% or $600,000. Meanwhile, expenditures by port visitors declined 63.0% or $2.42 million.

Non-Resident Visitor Expenditures (millions)
City of St. John's
CMA 1996-2011

Year	Air Visitor Exp	Auto Visitor Exp	Port Visitor Exp	Total Expenditures
1996	$54.88	$9.92	$0.25	$65.05
1997	$81.73	$12.86	$0.88	$95.47
1998	$87.49	$13.53	$0.64	$101.66
1999	$101.22	$14.96	$0.95	$117.13
2000	$115.38	$16.20	$2.20	$133.78
2001	$122.39	$15.20	$1.63	$139.22
2002	$128.52	$17.53	$2.24	$148.29
2003	$140.17	$14.90	$1.79	$156.86
2004	$153.30	$14.73	$2.21	$170.24
2005	$161.82	$15.20	$2.99	$180.01
2006	$181.39	$14.70	$3.07	$199.16
2007	$173.34	$15.46	$1.86	$190.66
2008	$184.50	$14.20	$2.84	$201.54
2009	$186.11	$14.80	$2.29	$203.20
2010	$208.04	$14.81	$3.84	$226.68
2011	$214.75	$14.21	$1.42	$230.38

3.0 Non-Resident Visitor Demographics

The non-resident demographics are based on data extracted and estimated from three separate data sources. The data sources include: the 2004 Auto Exit Study conducted by the Department of Tourism, Culture and Recreation; the 2003/2004 Air Exit Study conducted by the Department of Tourism, Culture and Recreation; and various City of St. John's Cruise Ship Passenger Surveys. The survey data was obtained through research conducted among visitors as they exited the province or city.

The demographic data presented below was calculated by adding the data obtained from each of the three sources.

3.1 Non-Resident Origins (% based on Survey Respondents)

Ontario	136,923	(35.4%)
Maritimes	86,180	(22.3%)
Western Canada	56,693	(14.7%)
United States	47,229	(12.2%)
Foreign	39,409	(10.2%)
Quebec	20,280	(5.2%)
Total	**386,713**	

3.2 Non-Resident Purpose of Visit (% based on Survey Respondents)

Vacation/pleasure	135,202	(35.0%)
Business	116,626	(30.2%)
Friends and Relatives	102,476	(26.5%)
Personal	23,933	(6.2%)
Other	8,476	(2.2%)
Total	**386,713**	

3.3 Non-Resident Age Categories (% based on Survey Respondents)

Under 18	43,584	(11.3%)
18-24	14,061	(3.6%)
25-34	41,939	(10.8%)
35-44	59,215	(15.3%)
45-54	86,094	(22.3%)
55-64	76,275	(19.7%)
65-74	45,083	(11.7%)
75+	20,461	(5.3%)
Total	**386,713**	

3.4 Non-Resident Income Categories (% based on Survey Respondents)

Under $40,000	45,292	(11.7%)
$40,000-$69,999	92,310	(23.9%)
$70,000-$99,999	100,284	(25.9%)
$100,000 +	148,826	(37.8%)
Total	**386,713**	

4.0 Non-Resident Auto and Air Visitors and Impacts

4.1 Non-Resident Auto Visitors and Impacts

St. John's hosted 59,430 non-resident auto visitors in 2011, down 7.0% from the 63,910 recorded during the previous year. Two in three (38,899) overnighted in St. John's while the remaining 20,531 visited on a day trip. Overall, the number of auto visitors declined by 4,480 visitors in 2010.

Auto visitors spent an estimated $14.21 million in the St. John's region in 2011 down 4.1% from $14.81 million spent during the previous year. On average, each auto visitor spent $239.10 in St. John's. Overnight auto visitors spent $313.94 while those visiting St. John's on a day trip spent $97.07.

Non-Resident Auto Visitors and Expenditures City of St. John's CMA 1996-2011

Year	Visitors	Expenditures
1996	57,334	$9,920,000
1997	78,842	$12,860,000
1998	80,615	$13,530,000
1999	87,337	$14,960,000
2000	89,985	$16,200,000
2001	82,172	$15,200,000
2002	88,793	$17,530,000
2003	77,221	$14,910,000
2004	69,410	$14,730,000
2005	70,290	$15,200,000
2006	67,045	$14,703,000
2007	70,124	$15,464,000
2008	62,755	$14,196,000
2009	65,285	$14,800,000
2010	63,910	$14,810,000
2011	59,430	$14,210,000

4.2 Non-Resident Air Visitors and Impacts

St. John's hosted 313,038 non-resident air visitors in 2011, up 2.0% over the 306,900 recorded during the previous year. Overall, the number of air visitors increased by 6,138 visitors in 2011.

Air visitors spent an estimated $214.75 million in the St. John's region in 2011, up 3.2% from $208.04 million spent during the previous year. Overall, air visitor expenditures increased by $6.7 million in 2011. On average, each air visitor spent $686.02 in St. John's.

Non-Resident Air Visitors and Expenditures
City of St. John's CMA
1996-2011

Year	Visitors	Expenditures
1996	139,456	$54,880,000
1997	189,158	$81,730,000
1998	185,052	$87,490,000
1999	191,515	$101,220,000
2000	201,733	$115,380,000
2001	208,608	$122,390,000
2002	204,586	$128,520,000
2003	218,400	$140,170,000
2004	249,800	$153,300,000
2005	267,613	$161,820,000
2006	292,650	$181,390,000
2007	265,989	$173,340,000
2008	274,100	$184,500,000
2009	278,200	$186,110,000
2010	306,900	$208,040,000
2011	313,038	$214,750,000

5.0 St. John's International Airport Passenger Traffic

Data provided by the St. John's International Airport Authority indicates that 1,371,417 passengers boarded or deplaned flights at the Airport in 2011, up 4.0% or 52,704 passenger movements over the previous year. Overall, there were 1,318,713 passenger movements recorded in 2010.

Over the last 10 years, the number of passengers passing through St. John's International Airport has increased 48.8% (+449,802).

Airline Passenger Movements at St. John's International Airport 1999-2011

Year	Total
1999	802,261
2000	852,044
2001	921,615
2002	868,643
2003	949,879
2004	1,083,213
2005	1,175,172
2006	1,243,002
2007	1,185,302
2008	1,222,964
2009	1,223,944
2010	1,318,713
2011	1,371,417

Source: St. John's International Airport Authority.

6.0 Marine Atlantic Passenger Movements

6.1 Total Passenger Movements to and from Newfoundland

Data supplied by provincial tourism indicates that 365,398 passengers entered and exited Newfoundland via Marine Atlantic ferries in 2011, down 4.7% or 18,178 passenger movements over the previous year. Overall, there were 383,576 movements recorded in 2010.

All geographical showed declines in 2011. The number of visitors from Western Canada declined 14.2% to 7,648 visitors, the Ontario market declined 12.6% to 29,229 visitors, the Quebec market declined 7.7% to 6,483 visitors, the United States market declined 4.6% to 13,419 visitors and the Maritimes market declined 2.9% to 51,124 visitors. The number of Newfoundland and Labrador residents travelling outside the province via Marine Atlantic declined 1.1% to 70,750.

6.2 Total Passenger Movements to and from Port aux Basques

Marine Atlantic carried a total of 334,398 passengers on the North Sydney/Port aux Basques route in 2011, down 6.9% from the previous year. Marine Atlantic carried 359,184 passengers on this route in 2010.

More than nine out of ten passengers (91.5%) carried by Marine Atlantic in 2011 utilized the North Sydney/Port aux Basques route, down from 93.6% the previous year.

6.3 Total Passenger Movements to and from Argentia

Marine Atlantic carried a total of 30,999 passengers on the North Sydney/Argentia route in 2011, up 27.1% from the previous year. Marine Atlantic carried 24,392 passengers on this route in 2010.

Less than one out of every ten (8.5%) passengers carried by Marine Atlantic in 2011 utilized the North Sydney/Argentia route, up from 6.4% in 2010.

Marine Atlantic Passenger Movements
1997-2011
Market Shares for Port aux Basques and Argentia

Year	Port aux Basques		Argentia		Total
	Passenger Movements	Market Share	Passenger Movements	Market Share	
1997	369,497	89.5%	43,315	10.5%	412,812
1998	403,301	90.8%	40,725	9.2%	444,026
1999	431,846	90.4%	45,915	9.6%	477,761
2000	463,469	91.1%	45,521	8.9%	508,990
2001	436,576	90.7%	44,984	9.3%	481,560
2002	479,779	90.7%	49,214	9.3%	528,993
2003	417,964	91.4%	39,264	8.6%	457,228
2004	385,806	92.0%	33,393	8.0%	419,199
2005	383,294	91.7%	34,811	8.3%	418,105
2006	372,187	91.8%	33,149	8.2%	405,335
2007	380,966	91.7%	34,686	8.3%	415,652
2008	360,942	93.1%	26,700	6.9%	387,642
2009	368,541	92.7%	29,196	7.3%	397,737
2010	359,184	93.6%	24,392	6.4%	383,576
2011	334,398	91.5%	30,999	8.5%	365,398

Source: Department of Tourism, Culture and Recreation.

7.0 Cruise Ship Activity

A total of 10,673 cruise passengers visited St. John's in 2011, down 18.0% from the 13,013 reported in 2010. The cruise industry contributed $1.14 million to the local economy in 2011, down 57.7% over the previous year.

Overall, St. John's hosted 9 cruise ship calls in 2011, down from 20 reported in 2010. The in-transit market counted for 7 visits and 10,296 passengers while the home porting market accounted for the remaining 2 visits and 377 passengers.

The number of in-transit visitors declined by 1,799 visitors (-14.9%) over 2010 while the number of home porting visitors declined by 541 visitors (-58.9%). The load factor for all 9 visits was 93.7%, up from 92.0% the previous year. The load factor for in-transit vessels was 93.3% compared to 106.5% for home porting vessels.

Cruise Ship Activity, City of St. John's 1993-2011

Year	Ship Visits	Passengers	Crew	Total Visitors	Economic Impacts
1993	2	207	162	369	$25,000
1994	1	369	300	669	$44,000
1995	4	1,259	675	1,934	$151,000
1996	4	2,259	1,357	3,616	$248,500
1997	8	3,581	1,999	5,580	$426,000
1998	5	3,610	2,006	5,616	$397,100
1999	13	6,056	3,424	9,480	$842,000
2000	20	8,014	3,987	12,001	$1,585,000
2001	21	10,396	6,005	16,401	$1,311,000
2002	18	12,191	6,077	18,268	$1,730,000
2003	16	8,108	4,782	12,890	$1,255,000
2004	17	7,953	4,207	12,160	$1,514,000
2005	18	13,576	6,774	20,350	$1,803,000
2006	18	16,483	8,100	24,583	$2,409,000
2007	15	8,686	4,753	13,439	$1,219,000
2008	18	15,153	7,193	22,346	$2,576,000
2009	11	7,378	3,539	10,917	$1,735,000
2010	20	13,013	6,012	19,025	$2,686,000
2011	9	10,673	4,547	15,220	$1,137,000

8.0 Hotel/Motel Impacts

St. John's hoteliers experienced record levels regarding the total number of rooms sold in 2011.

St. John's hoteliers sold 623,368 room nights in 2011, a 2.4% increase over the previous year. As a result, an estimated 14,478 additional rooms were sold over the 608,890 rooms sold in 2010, for an average increase of 1,207 rooms sold per month.

The average occupancy rate reached 71.8% in 2011, up from 70.2% in 2010 while the average daily room rate increased to $131.05, up from $126.43 reported the previous year.

Hotel Motel Occupancy Rates, Rooms Sold and Average Daily Room Rate 1999 - 2011

Year	Occupancy Rate	Rooms Sold	Average Daily Room Rate
1999	70.2%	392,206	$92.16
2000	67.5%	394,385	$96.48
2001	68.2%	402,589	$102.54
2002	67.8%	401,887	$109.80
2003	68.6%	406,872	$112.67
2004	64.1%	409,352	$114.32
2005	63.0%	467,813	$116.24
2006	60.6%	504,099	$118.03
2007	64.6%	540,251	$117.61
2008	66.0%	558,210	$121.05
2009	66.6%	570,190	$123.55
2010	70.2%	608,890	$126.43
2011	71.8%	623,368	$131.43

Source: Destination St. John's.

9.0 Visitor Information Centre - 348 Water Street

The number of individuals serviced at the City of St. John's Visitor Information Centre (VIC) at 348 Water Street increased 11.2% in 2011. Tourism staff served 14,426 visitors in 2011, up from 12,973 the previous year. Overall, VIC staff served 1,453 more individuals in 2011 than they did in 2010.

The number of out-of-province visitors increased 11.2% (+1,178 visitors) to 11,691 and the number of visitors from St. John's CMA increased 13.3% (+297 visitors) to 2,535. Meanwhile, the number of visitors from other parts of Newfoundland and Labrador declined 9.9% (-22 visitors) to 200 visitors.

July was the busiest month for visitors to the VIC in 2011. A total of 3,922 visitors were serviced at the VIC in July, accounting for approximately one in four visitors to the facility. August reported the second highest monthly total with 3,847 visitors followed by June with 2,262. December had the fewest visitors with 114.

Ten of the 12 months saw an increase in visitors in 2011 while the remaining two months reported a decline in activity. The strongest gains in visitors occurred in August (+863) followed by May (+289).

The following table provides the origins and market shares of the VIC visitors. As seen, three in ten visitors to the VIC were from Ontario.

VIC Visitor Origins and Market Share
2011

Geographical Market	Number of Visitors	Market Share
Ontario	4,247	29.4%
Western Canada	2,696	18.7%
St. John's	2,535	17.6%
Europe	1,475	10.2%
Quebec	1,334	9.2%
Maritime Provinces	555	3.8%
Western USA	485	3.4%
New England States	249	1.7%
Mid Atlantic States	240	1.7%
Other Newfoundland & Lab	200	1.4%
Australia/New Zealand	136	0.9%
All Other	274	1.9%
Total	**14,426**	**100**

10.0 Visitor Information Centre - St. John's International Airport

The number of individuals and requests serviced at the St. John's International Airport Visitor Information Centre (VIC) increased 12.1% in 2010. Provincial tourism staff at the airport recorded 47,881 visitor requests in 2011, up from 42,730 the previous year. Overall, VIC staff responded to 5,151 more requests in 2011 than they did in 2010.

St. John's International Airport
Visitor Information Centre Requests
2007-2011

Year	Total Requests
2007	43,333
2008	34,701
2009	36,768
2010	42,730
2011	47,881

Source: Department of Tourism, Culture and Recreation.

11.0 Colony of Avalon Archaeology Site in Ferryland

Between May and October, the number of visitors to the Colony of Avalon Archaeology Site in Ferryland declined 13.8% or 2,970 visitors. Overall, the site had 18,480 visitors in 2011 compared to 21,450 in 2010.

July was the busiest month with 6,302 visitors followed by August with 5,422, September with 3,518, June with 2,683, May with 382 and October with 173 visitors.

Five of the six months in 2011 saw a decline in visitors. July led the way with a decline of 1,288 visitors (-17.0%) followed by June (-1,067 visitors or -28.5%), August (-973 visitors or -15.2%), May (-413 visitors or -51.9%) and October (-197 visitors or -53.2%). Meanwhile, September increased by 968 visitors (+38.0%).

Colony of Avalon Archaeology Site Visitor Counts 1997-2011

Year	Total Visitors
1997	11,935
1998	14,744
1999	16,474
2000	16,543
2001	18,305
2002	18,473
2003	17,310
2004	17,178
2005	15,697
2006	18,650
2007	20,569
2008	20,043
2009	21,595
2010	21,450
2011	18,480

Source: Colony of Avalon Foundation.

12.0 Motorcoach/Bus Traffic via Marine Atlantic

A total of 78 motorcoaches and buses exited Marine Atlantic between May and October 2011, down 29.1% or 32 buses over the 110 recorded during the previous year.

May saw an increase in motorcoach activity (+4 buses) while the remaining five months reported declines. July reported the greatest decline (-20 buses) followed by September (-6 buses), August (-4 buses), October (-4 buses) and June (- 2 buses).

On a monthly basis, 19 buses exited the province in September followed by July (17), August (14), June (13), May (9) and October (6).

Motorcoach/Bus Traffic Exiting Marine Atlantic May to October 1995-2011

Year	# Coaches/Buses
1995	162
1996	162
1997	187
1998	203
1999	240
2000	276
2001	235
2002	237
2003	193
2004	204
2005	176
2006	173
2007	158
2008	153
2009	105
2010	110
2011	78

Source: Department of Tourism, Culture, and Recreation.

13.0 Salmonier Nature Park

Between May and October, the number of visitors to Salmonier Nature Park declined 16.2% or 8,038 visitors. Overall, the park had 41,644 visitors in 2011 compared to 49,682 in 2010. The number of individual visitors declined 16.5% (-7,308 visitors) to 36,871 while the number of school and community group visitors declined 13.3% (-730 visitors).

Salmonier Nature Park - Total Visitors 2005-2011

Year	General Visitors	School/Community Groups	Total Visitors
2004	24,307	4,925	29,232
2005	21,280	5,408	26,688
2006	27,387	5,593	31,980
2007	n/a	n/a	32,592
2008	26,687	3,758	30,445
2009	37,301	6,317	43,618
2010	44,179	5,503	49,692
2011	36,871	4,773	41,644

Source: Department of Tourism, Culture, and Recreation

Appendix A

Total Visitors and Economic Impacts - 2011

City of St. John's Tourism Impacts - 2011

Visitors

Out of Province Visitors

Air	313,038	(80.9%)
Auto Overnight	38,899	(10.1%)
Auto Sameday	20,531	(5.3%)
Cruise	12,947	(3.4%)
Other Vessels	1,298	(0.3%)

Total Out of Province Visitors **386,713**

Resident Visitors

Sameday	456,000 (61.3%)
Overnight	289,000 (38.8%)

Total Resident Visitors **744,000**

Grand Total Visitors to St. John's **1,130,713**

Economic Impacts

Out of Province Visitor Economic Impacts

Air	$214,750,000	(93.2%)
Auto Overnight	$12,210,000	(5.3%)
Auto Sameday	$1,990,000	(0.9%)
Cruise	$1,137,000	(0.5%)
Other Vessels	$278,000	(0.1%)

Total Out of Prov. Visitor Economic Impacts **$230,365,000**

Resident Visitor Economic Impacts

Sameday	$53,232,000 (40.3%)
Overnight	$78,811,000 (59.7%)

Total Resident Visitor Economic Impacts **$132,000,000**

Grand Total Economic Impacts **$362,365,000**

Source: City of St. John's, Department of Economic Development, Tourism & Culture. 2011 Resident data is not available, estimated using 2010 data.

Appendix B

Travel and Tourism Indicators
2003 - 2011

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Non-Resident Visitors									
Total Visitors	309,121	334,410	358,761	383,493	350,861	357,270	355,007	391,980	386,713
Air Visitors	218,400	249,800	267,613	292,650	265,989	274,100	278,200	306,900	313,038
Auto/Ferry Visitors	77,221	69,410	70,290	67,045	70,125	62,755	65,285	63,910	59,430
Port Visitors	13,500	15,200	20,858	23,798	14,747	20,415	11,522	21,170	14,245
Non-Resident Expenditures (millions)									
Total Expenditures	$156.86	$170.24	$180.01	$199.16	$190.66	$201.54	$203.20	$226.68	$230.36
Air Visitor Expenditures	$140.17	$153.30	$161.82	$181.39	$173.34	$184.50	$186.11	$208.04	$214.75
Auto/Ferry Visitor Expenditures	$14.90	$14.73	$15.20	$14.70	$15.46	$14.20	$14.80	$14.81	$14.21
Port Visitor Expenditures	$1.79	$2.21	$2.99	$3.07	$1.86	$2.84	$2.29	$3.84	$1.42
St. John's International Airport									
Total Air Passenger Movements	949,879	1,083,213	1,175,172	1,243,002	1,185,302	1,222,964	1,223,944	1,318,713	1,371,417
Marine Atlantic									
Total Passengers Carried	457,228	419,199	418,105	405,335	415,652	387,642	397,737	383,576	365,398
Total via Port aux Basques	417,964	385,806	383,294	372,187	380,966	360,942	368,541	359,184	334,398
Total via Argentia	39,264	33,393	34,811	33,149	34,686	26,700	29,196	24,392	30,999
Total Non-Resident Visitors to Province	140,401	126,300	128,500	121,900	127,500	114,100	118,700	116,200	108,054
Total Non-Resident Visitors to St. John's	77,221	69,410	70,290	67,045	70,125	62,755	65,285	63,910	59,430
Exiting Motorcoaches (May to Oct.)	193	204	176	173	158	153	105	110	78
Cruise Ship Activity									
Ship Visits	16	17	18	18	15	18	11	20	9
Total Visitors	12,890	12,160	20,350	24,583	13,439	22,346	10,917	19,025	15,220
# Passengers	8,108	7,953	13,576	16,483	8,686	15,153	7,378	13,013	10,673
# Crew	4,782	4,207	6,954	8,100	4,753	7,193	3,539	6,012	4,547
Economic Impact (Millions)	$1.26	$1.51	$1.80	$2.41	$1.22	$2.58	$1.74	$2.69	$1.14
Hotel/Motel Impacts									
Annual St. John's Occupancy Rate	68.6%	64.1%	63.0%	61.0%	64.6%	66.0%	66.6%	70.2%	71.8%
# of Rooms Sold	406,872	409,352	467,813	504,099	504,251	558,210	570,190	608,890	623,368
Average Daily Room Rate	$112.67	$114.32	$116.24	$118.03	$117.61	$121.05	$123.55	$126.43	$131.05
Rail Car Tourist Information Centre									
Total Visitors Peak Season	11,656	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Out of Province Visitors	8,282	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Average Number of Visitors per Day	153	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
VIC 348 Water Street									
Total Visitors Full Year	n/a	n/a	12,227	12,946	16,931	17,689	15,357	12,973	14,426
Total Out of Province Visitors	n/a	n/a	9,520	10,624	13,950	14,366	12,176	10,513	11,691
Average Number of Visitors per Day	n/a	n/a	42	46	59	62	53	45	49
VIC St. John's Airport									
Total Visitors Full Year					43,333	34,701	36,768	42,730	47,881
Colony of Avalon Interpretation Centre									
Total Visitors	17,310	17,178	15,697	18,650	20,569	20,043	21,595	21,450	18,480
Salmonier Nature Park									
Total Visitors	n/a	n/a	26,688	31,980	32,592	30,445	43,618	49,692	41,644